

**Golf Committee Meeting  
May 12, 2015**

Present: Greg Ferris - At-Large, Cindy Renard - District III, Richard Schodorf - District V, Debbie Burch - District VI, Troy Hendricks, Troy Houtman, Michelle Haun, Colin O'Bryan, Tom Monahan, David Buschschulte, Ron Mosher, Grant West, Shana Appelhanz, Aaron Calderon, Keith Gunter

Absent: Blaine Knott - District II, Dr. Michael Williams - District 1, Leon Lungwitz - District IV

Meeting called to order at 4:00 pm.

**Approval of Minutes from 3/17/2015**

Ferris made a motion to approve minutes from 3/17/15.

Renard second.

Approved as is.

**Rounds/Expenditures**

Hendricks stated that rounds for April are up 27% over last year and revenue is up 28%, or \$290k. The PGA Track newsletter compares every state's rounds and includes weather statistics as well. This year there were 13 days of precipitation compared to 8 days of precipitation in April of last year.

Ferris asked if there were larger expenditures in April.

Hendricks stated that expenditures were up 3%, which included added salary. The closing of Braeburn has increased rounds at Clapp and Mac.

**Committee Members**

Hendricks stated that we have included a copy of the attendance policy in the handouts that was voted on in January. We have made contact with Dr. Williams. He stated that he would like to stay on the committee and will plan on attending our next meeting.

**Early Bird Special**

Hendricks stated that so far we have had 31 golfers use the early bird special.

**Season Pass Evaluation**

Hendricks stated that he has prepared an analysis of the season passes sold, at Mr. Ferris's request. Looking at the data, super seniors only have to play 4-7 times, depending on location, to break even. Regular seniors would have to play 8-14 times, depending upon location, to break even. Reviewing the number of rounds sold annually, in 2010, 55% of rounds sold were full greens fees, which is down to 47% in 2014. Revenue generated from full greens fees dropped 16% during that time. Season pass rounds have remained consistent since 2010. The differences show that discounted rounds have increased. Revenue generated by full greens fees has declined by \$750k over five years, but rounds overall have remained consistent.

Ferris asked, based on this data, do we want to continue to operate with such a low number of green fee rounds.

Hendricks stated that we will look at changing the focus of our marketing plan to generate more rounds at off peak time.

Houtman stated that we want to continue with a higher price during peak play and also optimize the off peak times. We are probably offering too many discounts at this time.

Ferris stated that we should consider phasing out the super senior pass. Before we consider raising green fees again, we should consider just raising the price of the super senior pass.

Burch asked what the age is for the senior pass.

Hendricks stated 62.

Schodorf asked what the competition is doing for seniors.

Ferris stated most don't offer a pass, just a senior rate.

Hendricks stated that the idea behind the senior passes years ago was that seniors are on a fixed income.

Ferris stated that we would get an enormous outcry if we do away with senior passes, so we should just start with raising the rate on the super senior pass.

Schodorf asked what the rate is for seniors without a pass.

Hendricks stated that they pay the regular rate.

Ferris stated that we just need to gradually raise the pass rate and do away with the super senior. Eventually we can do away with the senior pass and offer only a senior discount on green fees.

Schodorf stated we need to offer the discount on the cart also.

Ferris stated that by discounting the green fee we don't need to discount the cart fee.

Hendricks stated that we will start working on targeting our discounts more specifically, such as offering a discount at slow times between 2-4pm.

Ferris stated that after reviewing the data it looks like there is no benefit to the golf system by having the super senior pass.

Hendricks asked if we should consider a discount for being a county resident like Sand Creek does.

Ferris stated no, that Sand Creek gets funded by the government.

Schodorf asked if there are other courses throughout the state that offer passes.

Hendricks stated that we have more passes than most of our competition.

Ferris stated that we don't want to lose players, but we don't want pass holders to get the prime tee times.

Hendricks stated that pass holders are playing more from mid-November thru mid-March.

Ferris stated that we do want to eliminate a lot of discounts, but looking at this data we are definitely needing to make adjustments to make more revenue.

Burch asked what the difference is between young adult, student and high school passes.

Hendricks stated that the student pass is up to 17. Young adult pass is 18-24 and the high school rate is only for the students that are playing on a high school team.

Houtman asked how long the passes are good for.

Hendricks stated one year from purchase.

Houtman asked if there is a way to sell passes in January and February when revenue is low and prorate passes throughout the year.

Hendricks stated that the bigger issue with revenue this year was switching to new software and not being able to post funds. We also need switch our focus more to revenue than rounds. Maybe we can offer a player card and do away with discounts.

Ferris asked why we offer any discounts.

Hendricks stated that we were trying to be competitive based on discussion from 2011 when the golf system was looking at being outsourced.

Ferris stated that we should only offer discounts for bad weather, etc.

Burch asked if we are offering any specials with groups or hotels.

Ferris stated that stay and play would be a great thing to look at, such as showing a hotel key card and getting a free club rental.

Hendricks stated that we are trying to get more tournaments. We tried to book the YMCA, but the only reason they wouldn't sign was because they could not bring alcohol from outside. Legally, alcohol has to be donated by a distributor.

Ferris asked if we make that much from tournaments.

Hendricks stated it is dependent on the event.

Gunter stated that at Crestview they allowed tournaments to bring in catering, but they will be stopping that this year. They also allowed them to bring in donated alcohol and charged a corkage fee.

### **Marketing**

Hendricks stated that we are now using 1-2-1 Marketing to distribute our email blasts.

Schodorf asked what our database is up to.

Appelhanz stated about 7500 total. We gained around 700 since January.

### **Open Discussion**

Schodorf asked where we are at with the volunteer program.

Hendricks stated that we are still lacking volunteers. The ACA is limiting our ability to offer more than 30 hours per week.

### **Schedule Next Meeting**

June 30<sup>th</sup>, location to be determined.